

Message Text

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FM AMEMBASSY ADDIS ABABA

TO SECSTATE WASHDC 4156

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E.. 11652: N/A

TAGS: OEXC, ET (WUBISHET WORKALEMAHU)

SUBJECT: FY 75 IV PROGRAM: WUBISHET WORKALEMAHU

REF: ADDIS 4542

1. FULL BIODATA ON WUBISHET WORKALEMAHU, MANAGING DIRECTOR,
LION ADVERTISING ORGANIZATION, FOLLOWS:

WUBISHET, BORN 1940 IN SHOA, COMPLETED HIGH SCHOOL AT MENELIK
SECONDARY SCHOOL AND KOKEBE TSEBAH SCHOOL (EVENING COURSES);
DRAMA TRAINING AT VOLSHOY THEATRE IN MOSCOW (1961-62), DIPLOMA IN
GENERAL ADVERTISING FROM HOLLAND (1970-71); FORMERLY ADVERTISING
AND PUBLIC RELATIONS OFFICER WITH PHILIPS ETHIOPIA CO. UNTIL HE
ESTABLISHED THE LION/ADVERTISING ORGANIZATION IN JANUARY 1973;
MEMBER, CHAMBER OF COMMERCE, ETHIOPIAN PRESS ASSOCIATION,
DRAMA ASSOCIATION AND ETHIOPIAN RELIEF COMMITTEE; HAS NOT
VISITED US BUT HAS CHINA, USSR, SUDAN, EGYPT, WEST GERMANY,
FRANCE, HOLLAND AND KENYA; HAS SPECIAL INTERESTS IN PUBLIC
RELATIONS, ADVERTISING PRODUCTION AND COMMERCIALS ON TELEVISION AND
RADIO; MARRIED, ONE CHILD; ENGLISH FAIR. NO ESCORT NECESSARY. ACCORD-
ING WUBISHET HIS ADVERTISING BUSINESS FLOURISHING SINCE NATIONALI-
ZATION OF COMPANIES DESPITE PREVIOUS UNCERTAINTY AND HAS
SIGNED CONTRACTS WITH THE ADDIS ABABA BANK, GENERAL TEXTILES AND
GARMENT CO., HVA ETHIOPIA (SUGAR CO.), AND BANCO DI ROMA ETHIOPIA.
HIS CLIENTS STILL INCLUDE BOTTLING CO. OF ETHIOPIA (WHICH HANDLES
COCA COLA), ST. GEORGE BREWERY, PHILLIPS, A. BESSE & CO (IMPORT-EXPORT

FIRM), ETC. HE USES FOLLOWING MEDIAL FOR HIS ADVERTISING TECHNIZUES;
RADIO, TELEVISION, POSTERS, NEWSPAPERS, HANDBILLS, MAGAZINES, NEON
SIGNS, STICKERS, ETC.

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2. WUBISHET WISHES BEGIN TRAVEL EARLY JULY AND HAS ASSURED POST OF AVAILABILITY AND NECESSARY GOVERNMENT CLEARANCE.

3. PROGRAM RECOMMENDATIONS:

- A) TWO-WEEK INTERSHIP WITH ADVERTISING FIRM PREFERABLY IN ATLANTA, GEORGIA (COCA COLA).
- B) IN WASHINGTON, PUBLIC RELATIONS AND ADVERTISING FIRMS, HISTORICAL, POLITICAL AND CULTURAL SITES INCLUDING KENNEDY CENTER AND WOLFTRAP FARM CENTER.
- C) TWO OR THREE DAYS OF HOME HOSPITALITY FARM IN MID-WEST COMMUNITY WHICH HAS SMALL ADVERTISING FIRMS.
- D) VISIT TO WEST COAST (SAN FRANCISCO) FOR TOURISM.
- E) POST RECOMMENDS LAST WEEK OF VISIT BE IN NEW YORK CITY TO ATTEND PLAYS ON AND OFF BROADWAY EVENINGS AND VISIT OTHER CULTURAL CENTERS. WUBISHET HAS WRITTEN VARIOUS TELEVISION PLAYS AND HAS INTEREST IN DRAMA.

4. EMBASSY WILL FORWARD NAMES AND ADDRESSEES OF WUBISHET'S BUSINESS AND OTHER CONTACTS IN US EARLY NEXT WEEK.
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